

Advance Monthly Retail Sales



U.S. Department of Commerce
ECONOMICS AND STATISTICS ADMINISTRATION
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The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for October adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$197.2 billion, a decrease of 0.2 percent ($\pm 1.5\%$) from the previous month but up 3.0 percent ($\pm 1.9\%$) from October 1994. Total sales in the August through October period were 4.2 percent ($\pm 1.7\%$) above the same period a year ago. The August to September 1995 percent change was revised from +0.3 percent ($\pm 1.3\%$) to +0.1 percent ($\pm 0.5\%$).

Durable goods increased 0.2 percent ($\pm 2.3\%$) from September.

Nondurable goods decreased 0.5 percent ($\pm 1.2\%$) from last month but were 2.9 percent above last year.

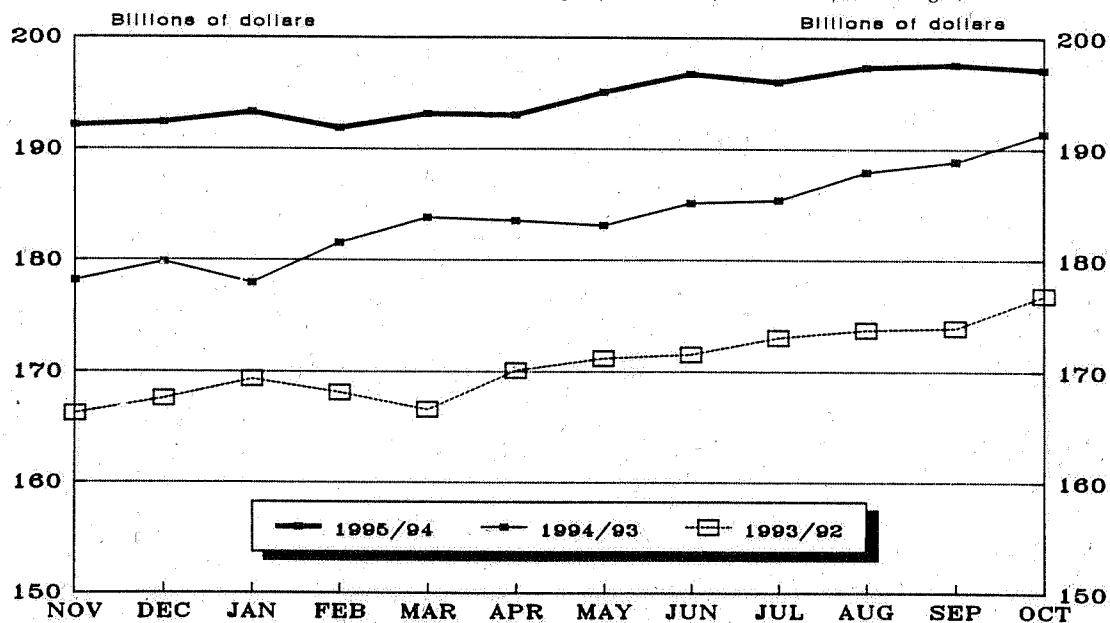
The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

The Advance Monthly Retail Sales Report for November is scheduled to be released December 13, 1995 at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

November 1992 - October 1995

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call (202) 482-1986. The data are also available on the internet - <http://www.census.gov/ftp/pub/svsd/www/fullpub.html>, or through the Census Bureau's online information service - CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2564) and CompuServe (1-800-848-8199). The CENDATA staff at the Bureau of the Census (301-457-1214) can provide content information and general guidance.

Table 1. Estimated Monthly Retail Sales, By Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted					Adjusted ¹				
		1995			1994		1995			1994	
		Oct. ² adv.	Sept. prel.	Aug. final	Oct.	Sept.	Oct. ² adv.	Sept. prel.	Aug. final	Oct. ¹	Sept. ¹
	Retail trade, total.....	195,209	193,693	204,830	189,706	185,931	197,164	197,620	197,386	191,384	188,897
	Total (excl. auto group)...	147,551	145,717	152,383	144,630	140,699	148,908	149,722	148,524	145,083	144,451
	Durable goods, total.....	78,102	78,678	84,863	74,797	75,227	79,235	79,102	79,940	76,801	74,722
52	Building mat., hardware, garden supply, and mobile home dealers.....	10,774	10,796	11,299	10,839	11,124	10,232	10,276	10,249	10,566	10,467
521,3	Building mat. and supply stores.....	(*)	8,341	8,690	8,406	8,494	(*)	7,869	7,759	8,021	7,901
525	Hardware stores.....	(*)	1,137	1,169	1,221	1,163	(*)	1,132	1,136	1,203	1,175
55 ex. 554	Automotive dealers.....	47,658	47,976	52,447	45,076	45,232	48,256	47,898	48,862	46,301	44,446
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	44,711	45,026	49,292	42,245	42,392	45,392	45,026	45,981	43,552	41,683
551	Motor vehicle (franchised).....	(*)	38,771	42,551	36,580	37,295	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply stores.....	(*)	2,950	3,155	2,831	2,840	(*)	2,872	2,881	2,749	2,763
57	Furniture, home furnishings, and equipment stores.....	10,802	10,791	11,030	10,217	9,897	11,045	11,137	11,026	10,433	10,272
571	Furniture and home furnishings.....	(*)	5,442	5,486	5,249	5,120	(*)	5,431	5,290	5,207	5,156
5722,31,4	Household appliance, radio, TV and computer stores.....	(*)	4,436	4,613	4,142	3,933	(*)	4,699	4,717	4,351	4,193
5722	Household appliance stores.....	(*)	767	867	783	754	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total.....	117,107	115,015	119,967	114,909	110,704	117,929	118,518	117,446	114,583	114,175
53	General merchandise group stores.....	24,120	22,991	24,462	23,770	21,793	24,782	25,054	24,768	23,969	23,812
531	Dept. stores (ex. leased depts).....	18,801	17,906	19,012	18,379	16,799	19,343	19,505	19,243	18,546	18,380
531	Dept. stores (in. leased depts) ³	(*)	18,186	19,315	18,688	17,114	(*)	19,852	19,623	18,780	18,734
533	Variety stores.....	(*)	569	582	638	606	(*)	624	598	646	652
539	Misc. general mdse. stores.....	(*)	4,516	4,868	4,753	4,388	(*)	4,925	4,927	4,777	4,780
54	Food stores.....	33,533	33,640	34,895	33,098	33,023	34,333	34,108	33,977	33,418	33,501
541	Grocery stores.....	31,740	31,836	33,010	31,255	31,255	32,520	32,223	32,111	31,539	31,667
554	Gasoline service stations.....	12,522	12,435	13,320	12,347	12,240	12,169	12,349	12,402	11,999	12,131
56	Apparel and accessory stores.....	8,876	9,141	9,552	9,268	8,819	9,020	9,246	8,988	9,283	9,029
561	Men's and boys' clothing and furnishings stores.....	(*)	905	880	1,038	931	(*)	984	973	1,045	1,028
562,3	Women's clothing, specialty stores.....	(*)	2,748	2,721	2,932	2,738	(*)	2,793	2,735	2,903	2,840
565	Family clothing stores.....	(*)	3,213	3,374	3,214	2,940	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	1,564	1,837	1,461	1,566	(*)	1,513	1,519	1,540	1,515
58	Eating and drinking places.....	20,526	20,383	21,570	19,707	19,201	20,323	20,383	20,178	19,397	19,278
591	Drug and proprietary stores.....	7,118	6,838	6,911	6,727	6,526	7,271	7,213	7,052	6,892	6,855
592	Liquor stores.....	(*)	1,832	1,869	1,781	1,797	(*)	1,851	1,832	1,823	1,832
5961	Total mail order.....	(*)	4,029	3,770	4,226	3,713	(*)	4,282	4,245	3,870	3,876
53,56,57 594	GAF ⁴	(*)	49,393	52,085	49,381	46,674	(*)	52,578	51,894	50,560	49,940

*Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available.

¹Revised.

¹Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-95-09.

²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

⁴GAF represents stores which specialize in department store types of merchandise (general merchandise, apparel, furniture, and miscellaneous shopping goods stores).

Note: Totals include data for kinds of business not shown separately.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes)

SIC code	Kind of business	Percent change					
		Oct. 1995 advance from—		Sept. 1995 preliminary from—		Aug. 1995 through Oct. 1995 from—	
		Sept. 1995 prelim.	Oct. 1994 final	Aug. 1995 final	Sept. 1994 final	May 1995 through July 1995	Aug. 1994 through Oct. 1994
	Retail trade, total.....	-0.2	+3.0	+0.1	+4.6	+0.7	+4.2
	Total (excl. automotive group).....	-0.5	+2.6	+0.8	+3.6	+0.4	+3.1
	Durable goods, total.....	+0.2	+3.2	-1.0	+5.9	+1.5	+5.7
52.	Building materials, hardware, garden supply, and mobile home dealers.....	-0.4	-3.2	+0.3	-1.8	+0.2	-2.3
55 ex. 554	Automotive dealers.....	+0.7	+4.2	-2.0	+7.8	+1.8	+7.7
551,2,5,6,7,9	Motor vehicle and miscellaneous automotive dealers.....	+0.8	+4.2	-2.1	+8.0	+1.8	+7.9
57	Furniture, home furnishings, and equipment stores.....	-0.8	+5.9	+1.0	+8.4	+3.9	+7.7
	Nondurable goods, total.....	-0.5	+2.9	+0.9	+3.8	+0.2	+3.3
53	General merchandise group stores.....	-1.1	+3.4	+1.2	+5.2	-0.2	+4.3
531	Dept. stores (ex. leased dept.).....	-0.8	+4.3	+1.4	+6.1	+0.1	+5.0
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+1.2	+6.0	(NA)	(NA)
54	Food stores.....	+0.7	+2.7	+0.4	+1.8	+0.6	+2.2
541	Grocery stores.....	+0.9	+3.1	+0.3	+1.8	+0.5	+2.3
554	Gasoline service stations.....	-1.5	+1.4	-0.4	+1.8	-2.4	+1.7
56	Apparel and accessory stores.....	-2.4	-2.8	+2.9	+2.4	-0.7	-0.8
58	Eating and drinking places.....	-0.3	+4.8	+1.0	+5.7	+1.0	+5.3
591	Drug and proprietary stores.....	+0.8	+5.5	+2.3	+5.2	+2.3	+4.4

NA Not available.

¹Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Official Business

Penalty for Private Use, \$300

Sample Design and Reliability of Data

The advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.0 percent to +0.7 percent with the average of the absolute differences about 0.4 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 3 below.

Preliminary estimates for September 1995 and final estimates for August 1995 based on the full sample are published later this month in the Monthly Retail Trade Report for September (BR-95-09). The complete report will provide sales estimates in greater detail and will present a description of revisions and the techniques used in developing the estimates.

The margin of sampling error, as used on page 1, indicates a range about the estimate which corresponds to a 90 percent confidence interval. If, for example, the estimate is up 0.8 percent and the margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is -0.4 percent to +2.0 percent. If the range contains 0, it is uncertain whether there was an increase or decrease. The Monthly Retail Trade Report includes explanations of confidence intervals and sampling variability along with additional measures of sampling variability.

Table 3. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of business	Estimated Coefficient of variation in percent of the						Preliminary-to-final percent change minus the Advance-to-preliminary percent change			
		Advance-to- preliminary ratio		Ratio to same month a year ago	Dollar volume sales est.	Ratio of current quarter to prev. quarter	Range ²		Mean	Avg. of absolute diff.	
		Range ¹		Median	Median	Median	Median	From			To
		From	To								
	Retail trade, total.....	0.5	1.3	0.7	1.0	0.8	1.0	-1.0	+0.7	0.0	0.4
	Total (excl. auto).....	0.5	0.9	0.7	1.1	0.8	1.0	-1.6	+0.7	-0.1	0.4
	Durable goods, total.....	1.2	3.4	1.4	2.2	1.7	2.2	-0.9	+1.1	+0.2	0.5
52	Building materials, group stores.....	0.9	2.6	1.6	4.1	2.9	3.4	-4.2	+2.5	-0.4	1.4
55 ex. 554 551,2,5, 6,7,9	Automotive dealers.....	1.6	3.2	2.1	3.4	2.6	3.1	-1.3	+2.2	+0.6	1.1
	Motor vehicle and misc. automotive dealers.....	1.2	3.0	1.5	4.0	2.8	3.2	-1.5	+2.3	+0.5	1.1
57	Furniture, home furn., and equipment stores.....	1.3	3.6	2.1	4.6	3.4	4.1	-3.4	+2.3	-0.1	1.5
	Nondurable goods, total.....	0.4	0.8	0.6	1.1	0.8	1.1	-1.1	+0.5	0.0	0.3
53	General merch. group, total.....	0.2	0.4	0.3	0.4	0.3	0.5	-0.3	+0.7	+0.1	0.2
531	Dept. stores (ex. leased depts.).....	0.0	0.2	0.0	0.1	0.0	0.1	-0.4	+0.6	-0.1	0.2
54	Food stores.....	0.6	1.0	0.7	1.7	0.9	1.7	-0.5	+0.8	+0.1	0.3
541	Grocery stores.....	0.1	0.8	0.3	1.8	0.9	1.7	-0.6	+0.5	0.0	0.2
554	Gasoline service stations.....	0.5	1.9	0.9	2.7	1.8	3.0	-1.4	+1.2	-0.4	0.8
56	Apparel and accessory stores.....	0.8	3.4	1.4	3.3	2.8	2.6	-2.4	+1.3	-0.4	1.1
58	Eating and drinking places.....	0.8	2.0	1.2	4.6	4.0	3.9	-3.6	+2.4	0.0	1.0
591	Drug and proprietary stores.....	0.4	1.8	1.0	2.5	1.5	2.5	-1.0	+1.3	+0.2	0.6

¹The ranges of sampling variability shown are based on sales estimates not adjusted for seasonal variation, holiday, and trading-day differences for the data months of April 1993 - March 1994.

²The ranges shown for the retail trade total are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, October 1994 - September 1995. The ranges for all other totals and kinds of business are based on the period April 1993 - February 1994.

Note: Coefficients of variation for the ratio of current quarter to current quarter a-year-ago estimates are approximately the same as those for the ratio of current quarter to previous quarter. See appendix B, Reliability of Data in the Monthly Retail Trade Report for a discussion of the measures of sampling variability.

